

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. – 3. (Canceled).

4. (Currently Amended) A communications system, comprising:  
a plurality of service server servers each provided with an identification code/URL conversion table;

an a plurality of information transmission server servers each provided with an information storage; and

a terminal unit that is connected through a radio or wire communication network to said information transmission server servers, said terminal unit having a function for communicating with a Web server;

wherein said terminal unit makes a unique link to one of said service server servers based on a pattern recognition performed on an exclusive graphic pattern that is a part of a service identification tag to-be predetermined, reads an identification code from [[a]] the service identification tag that is composed of [[an]] said exclusive graphic pattern that can be recognized is recognizable by a human and said identification code that can be read by a reading unit, sends the identification code to said one of said service server servers, and receives the a URL information of one of said information transmission server servers corresponding to the identification code from said one of said service server servers,

wherein said terminal unit includes:

a data storing part; and

an identification tag reading means for conducting a pattern recognition of said exclusive graphic pattern, and an automatic calling means for automatically making a call to said one of said service servers when said

exclusive graphic pattern read by said identification tag reading means coincides with a graphic pattern that is stored in advance in said data storing part,

wherein, only after said terminal unit has initially contacted said one of said service servers when said exclusive graphic pattern read by said identification tag reading means coincides with a graphic pattern that is stored in advance in said data storing part, does said terminal unit convert said identification code to text code and output the text code to said one of said service servers, in order to request URL information of said one of said information transmission servers.

5. (Currently Amended) [[A]] The communications system, according to claim 4, wherein:

    said terminal unit makes a link to said one of said information transmission server servers located at the URL received from said one of said service server servers after disconnecting the link to said one of said service servers, and obtains information stored in the information storage of said one of said information transmission server servers.

6. – 9. (Canceled).

10. (New) The communications system according to claim 4, wherein said terminal unit further comprises:

    a graphic data storage unit for storing a plurality of graphics data respectively corresponding to a plurality of service marks, and a plurality of telephone numbers respectively corresponding to said plurality of service servers that store URL information for accessing at least one of said plurality of information transmission servers.